

[JP,2002-135427,A]

Japanese (PDF)

File Wrapper Information

FULL CONTENTS CLAIM + DETAILED DESCRIPTION  
TECHNICAL FIELD PRIOR ART EFFECT OF THE  
INVENTION TECHNICAL PROBLEM MEANS  
DESCRIPTION OF DRAWINGS DRAWINGS

[Translation done.]

**Disclaimer:**

This English translation is produced by machine translation and may contain errors. The JPO, the INPIT, and those who drafted this document in the original language are not responsible for the result of the translation.

**Notes:**

1. Untranslatable words are replaced with asterisks (\*\*\*).
2. Texts in the figures are not translated and shown as it is.

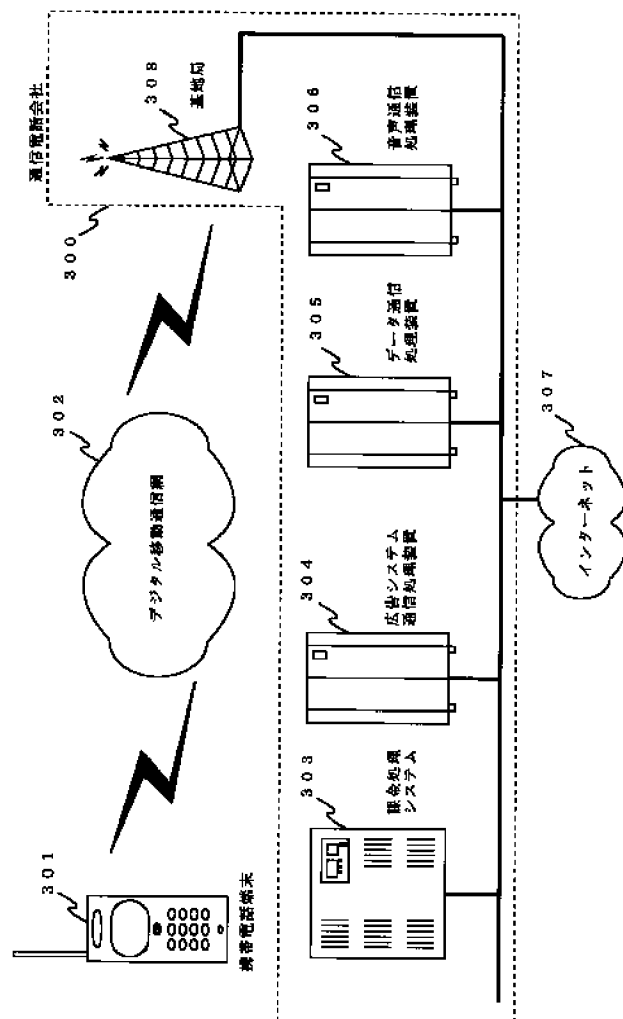
Translated: 03:09:29 JST 05/21/2008

Dictionary: Last updated 04/11/2008 / Priority: 1. Information communication technology (ICT) / 2. Business / 3. Technical term

**CLAIM + DETAILED DESCRIPTION****[Claim(s)]**

[Claim 1] Have the user of a cell phone unit, the communication telephone company, and an advertiser, and [ said communication telephone company ] The portable telephone advertisement system characterized by providing the discount free communication service which displays on said cell phone unit the advertisement offered by said advertiser, and makes said advertiser pay a part or the total amount of communication fee money by the specified time after said end of an advertising display, and said cell phone unit for a user.

[Claim 2] Said specified time is a portable telephone advertisement system according to claim 1 characterized by

**Drawing selection****Representative draw**

[Translation done.]

what is specified based on the time set up beforehand or the packet number which said cell phone unit \*\*\*\*\* (ed).

[Claim 3] Said communication telephone company is a portable telephone advertisement system according to claim 1 or 2 characterized by displaying said advertisement on said cell phone unit again, and providing said discount free communication service for a user again when said discount free communication service is completed.

[Claim 4] Said communication telephone company is a portable telephone advertisement system according to claim 3 characterized by restricting the number of times of said discount free communication service to the user of said same cell phone unit.

[Claim 5] When said communication telephone company performs predetermined operation [ in / in said user / said cell phone unit ] in the predetermined time after said end of an advertising display, When said discount free service was provided for said user and said user does not perform said predetermined operation in said cell phone unit in the predetermined time after said end of an advertising display, A portable telephone advertisement system given in any 1 clause of Claim 1 characterized by suspending providing said discount free service for said user to 4.

[Claim 6] Said user is a portable telephone advertisement system given in any 1 clause of 5 from Claim 1 characterized by registering one's hobbies and diversions at the time of the usage contract of said cell phone unit.

[Claim 7] Said communication telephone company is a portable telephone advertisement system given in any 1 clause of 6 from Claim 1 characterized by registering the advertisement information transmitted by said advertiser through the network.

---

#### [Detailed Description of the Invention]

[0001]

[Field of the Invention] This invention relates to the portable telephone advertisement system which makes an advertiser pay a part or the total amount of communication fee money after displaying an advertisement on a cell phone unit about a portable telephone advertisement system.

[0002]

[Description of the Prior Art] For example, although there are various forms as a way a company etc. does

advertisement of service, sales goods, etc. of its company As advertisement towards consumer each individual, there were a method of sending direct mail, and a method of distributing for nothing the goods (for example, telephone card etc.) with which the advertisement of its company was printed.

[0003] However, the actual condition was that the effect is not [ these ] enough although costs start advertisement. It considers using a telephone for various advertisements with a cellular phone, the explosive spread of PHSs, etc. in recent years.

[0004] As advertisement using the telephone currently performed conventionally, there were a data utility which tells event information etc. at the burden of only an addresser's phonecall charges, service called the toll-free dial in which the action-addressee side pays phonecall charges, etc. These tell the telephone number which requires the advertiser side for advertisement using a telephone directory, other various media, etc., and when the consumer side telephones the telephone number, it realizes.

[0005] By the way, even if it thinks that, as for the above-mentioned data utility etc., an advertiser wants to use a telephone for the advertisement of company or its sales product effectively The advertiser side is in the passive posture which waits to get a telephone call to the last, and when the user side (consumer side who purchases goods or receives service) telephones actively, the effect of advertisement has produced it.

[0006] In this case, in order to heighten the effect of advertisement, it was needed that I make the telephone number for advertisements know widely to the consumer side, and have you telephone positively, but in the former, the means for it which becomes effective enough was not provided. Since it be hard to do usage of placing a telephone directory etc. close and telephoning if it was in the telephone for mobile communications, such as a cellular phone, especially, it was difficult to even have made the telephone number for advertisements know widely.

[0007] In addition, although it is also considered as mentioned above that an advertiser distributes the telephone card of his company entering advertisement (telephone number), a user does not necessarily restrict telephoning to the telephone number printed by the telephone card, and the effect of the advertisement like \*\* cannot be expected.

[0008] As invention which solves the above problems, there

is card system telephone equipment (henceforth, conventional example 1) which JP,H11-191817,A indicates. When a user talked over the telephone with an advertising dial, for the conventional example 1, fixed time phonecall charges are indicated about the telephone equipment which has the service which becomes no charge, and the above-mentioned service was managed by connecting the card with which various information is stored in the main part of a portable telephone.

[0009]

[Problem to be solved by the invention] However, in the conventional example 1, since the above-mentioned service was not able to be received if a card is not connected, there was a problem that it was necessary to always carry a card.

[0010] This invention aims at offering the portable telephone advertisement system which can use a cell phone unit effective in advertisement, without being made in view of the above-mentioned problem, and connecting a thing like the card in the conventional example 1.

[0011]

[Means for solving problem] In order to attain this purpose, according to invention according to claim 1, have the user of a cell phone unit, the communication telephone company, and an advertiser, and [ the communication telephone company ] The advertisement offered by the advertiser is displayed on a cell phone unit, and it is characterized by providing the discount free communication service which makes an advertiser pay a part or the total amount of communication fee money by the specified time after the end of an advertising display, and a cell phone unit for a user.

[0012] According to invention according to claim 1, as explained above, after an advertisement is displayed on a cell phone unit, by providing discount free communication service for the user of a cell phone unit, communication fee money is reduced and the user of a cell phone unit becomes possible [ obtaining economic earnings ]. Moreover, for an advertiser, it becomes possible to expect an effect of advertising.

[0013] Moreover, according to invention according to claim 2, in a portable telephone advertisement system according to claim 1, specified time is characterized by what is specified based on the time set up beforehand or the packet number which the cell phone unit \*\*\*\*\* (ed).

[0014] Therefore, according to invention according to claim

2, it becomes possible to control giving an advertiser unrestricted economic liability by preparing a predetermined limit at the time when discount free communication service is provided.

[0015] Moreover, according to invention according to claim 3, in a portable telephone advertisement system according to claim 1 or 2, when discount free communication service is completed, the communication telephone company displays an advertisement on a cell phone unit again, and is characterized by providing discount free communication service for a user again.

[0016] Therefore, by displaying an advertisement on a cell phone unit again, and providing discount free communication service for a user again, when discount free communication service is completed according to invention according to claim 3 Enabling the higher advertisement effect for an advertiser to obtain, the user of a cell phone unit becomes possible [ obtaining the further economic earnings ].

[0017] Moreover, according to invention according to claim 4, in a portable telephone advertisement system according to claim 3, the communication telephone company is characterized by restricting the number of times of the discount free communication service to the user of the same cell phone unit.

[0018] Therefore, according to invention according to claim 4, it becomes possible by restricting the number of times of the discount free communication service to the user of the same cell phone unit to control giving an advertiser unrestricted economic liability.

[0019] Moreover, according to invention according to claim 5, in the portable telephone advertisement system of a description, in any 1 clause of 4 from Claim 1 [ the communication telephone company ] When a user performs predetermined operation in a cell phone unit in the predetermined time after the end of an advertising display, When discount free service is provided for a user and a user does not perform predetermined operation in a cell phone unit in the predetermined time after the end of an advertising display, it is characterized by suspending providing discount free service for a user.

[0020] Therefore, by enabling it to communicate a discount rate and for nothing, only when predetermined operation (bottom of # key press etc.) is performed in the fixed time after the end of an advertising display according to

invention according to claim 5 In order to receive discount free communication service in the user of a cell phone unit, it will be necessary to make an advertising inspection continue till the end of a display, and an advertiser becomes possible [ performing more effective advertisement ].

[0021] Moreover, according to invention according to claim 6, in a portable telephone advertisement system given in any 1 clause of 5, a user is characterized by registering one's hobbies and diversions at the time of the usage contract of a cell phone unit from Claim 1.

[0022] Therefore, it becomes possible [ a user ] according to invention according to claim 6 to peruse the advertisement which suited its hobbies and diversions by registering one's hobbies and diversions at the time of the usage contract of a cell phone unit, and an advertiser becomes possible [ performing more effective advertisement and more effective marketing ].

[0023] Moreover, according to invention according to claim 7, in a portable telephone advertisement system given in any 1 clause of 6, the communication telephone company is characterized by registering the advertising data transmitted by the advertiser through the network from Claim 1.

[0024] Therefore, according to invention according to claim 7, the communication telephone company becomes possible [ reducing the time and costs which are spent on advertising collection ] by registering the advertising data transmitted by the advertiser through the network.

[0025]

[Mode for carrying out the invention] (Composition of the 1st embodiment) Drawing 1 is the block diagram showing the composition of the cell phone unit in the 1st embodiment of this invention. At least a cell phone unit An antenna 101 and transmission-and-reception \*\*\*\* 102, It has the data-conversion section 103, the signal processing section 104, a loudspeaker 105, a microphone 106, the key stroke section 107, a display 108, display operation equipment 109, the control circuit section 110, and the storage section 111. The composition of the cell phone unit in this embodiment and the function of each part are hereafter explained using drawing 1 .

[0026] While the control circuit section 110 which consists of microcomputers etc. and controls the whole is formed, transmission-and-reception \*\*\*\* 102 connected to this control circuit section 110, the data-conversion section 103, and the signal processing section 104 are formed in the cell

phone unit, as shown in drawing 1 .

[0027] While the microphone 106 and the loudspeaker 105 are connected to the signal processing section 104, the data-conversion section 103 is connected, transmission-and-reception \*\*\*\* 102 is connected to this data-conversion section 103, and the antenna 101 is connected to this transmission-and-reception \*\*\*\* 102.

[0028] And in the control circuit section 110, while the manipulate signal of the key stroke section 107 and display operation equipment 109 is inputted, the control circuit section 110 controls the display of a display 108. Moreover, the storage section 111 is connected to the control circuit section 110, and communication, the control program concerning HTML and XML, and various kinds of data are memorized by the storage section 111.

[0029] The signal received with the antenna 101 by this composition at the time of a telephone call is changed into communication data by transmission-and-reception \*\*\*\* 102. The communication data is changed into voice data by the data-conversion section 103, and the voice data is made a transmission signal by the signal processing section 104, and is outputted from a loudspeaker 105.

[0030] [ the receiver signal inputted from a microphone 106 ] on the other hand It is changed into voice data by the signal processing section 104, and the voice data is changed into communication data by the data-conversion section 103. The communication data is changed into a sending signal by transmission-and-reception \*\*\*\* 102, it is outputted from an antenna 101, and a telephone call function is realized by the above operation.

[0031] Moreover, the signal which was awaited and was sometimes received with the antenna 101 is changed into communication data by transmission-and-reception \*\*\*\* 102, the communication data is changed into an indicative data by the data-conversion section 103, and the indicative data pushes in the control circuit section 110, and is displayed on a display 108.

[0032] On the other hand, it is changed into communication data by the data-conversion section 103, the communication data is changed into a sending signal by transmission-and-reception \*\*\*\* 102, and the manipulate signal inputted from display operation equipment 109 is outputted from an antenna 101. Now, an advertising display and an Internet home page inspection function are realized.

[0033] Drawing 2 is the figure showing the cell phone unit in the 1st embodiment of this invention. A cell phone unit has an antenna 201, a loudspeaker 202, a display 203, display operation equipment 204, the key stroke section 205, and a microphone 206 at least. Moreover, display operation equipment 204 performs cursor operation of a display 203 like a latest Internet browser built-in type terminal.

[0034] Drawing 3 is the figure showing the portable telephone advertisement system in the 1st embodiment of this invention. Have a portable telephone advertisement system and the cell phone unit 301, the digital mobil radio communication network 302, the communication telephone company 300, and the Internet 307 [ the communication telephone company 300 ] It has the accounting system 303, the advertising system communication processor 304, the data communications processor 305, the voice communication processor 306, and a base station 308. The composition of the portable telephone advertisement system in this embodiment and the function of each part are hereafter explained using drawing 3 .

[0035] The cell phone unit 301 is connected with the base station 308 through the digital mobil radio communication network 302. Furthermore, it communicates with the accounting system 303, the advertising system communication processor 304, the data communications processor 305, the voice communication processor 306, and the Internet 307 through a base station 308.

[0036] The voice communication processor 306 performs communication with the usual voice. In the advertising system communication processor 304, the advertisement information from an advertiser is transmitted to the cell phone unit 301. The advertisement information can transmit advertising contents which are different in each cell phone unit 301, when the user of the cell phone unit 301 registers his hobbies and diversions etc. at the time of a terminal contract.

[0037] In the data communications processor 305, the Internet 307 is connected to through and various web servers by the demand from the cell phone unit 301. The accounting system 303 processes charge discount which supplies this system user with economic earnings while performing accounting of the phonecall charges of the usual data communication and voice communication. Moreover, a user is supplied with economic earnings, such as cash back,



also when the link included in advertisement information is perused. The economic earnings of such a user of the cell phone unit 301 are provided by an advertiser's burden.

[0038] (Operation of the 1st embodiment) Drawing 4 is a flow chart which shows operation of the portable telephone advertisement system in the 1st embodiment of this invention. Along with drawing 4, operation of the portable telephone advertisement system in the 1st embodiment of this invention is hereafter explained using drawing 1 and drawing 3.

[0039] The connection, then communication which specified the connection destination are started (Step S401), advertisement information is sent from the advertising system communication processor 304, and it is displayed on the display 108 of the cell phone unit 301 (Step S402). If it consists of an end time of an advertising display in a fixed period, communication of a user request can communicate a discount rate and for free (Step S403). This communication fee is paid from an advertiser's advertising rate.

[0040] Moreover, the communication performed by a discount rate and no charge is good also as only the time set up beforehand being possible, and it is good also as possible until the amount of data (packet number) which the cell phone unit 301 \*\*\*\*\* exceeds a measure.

[0041] (Composition of the 2nd embodiment) The composition of the 2nd embodiment of this invention takes the same composition as the 1st embodiment shown in drawing 3 from drawing 1.

[0042] (Operation of the 2nd embodiment) Drawing 5 is a flow chart which shows operation of the portable telephone advertisement system in the 2nd embodiment of this invention. Along with drawing 5, operation of the portable telephone advertisement system in the 2nd embodiment of this invention is hereafter explained using drawing 1 and drawing 3.

[0043] The connection, then communication which specified the connection destination are started (Step S501), advertisement information is sent from the advertising system communication processor 304, and it is displayed on the display 108 of the cell phone unit 301 (Step S502). After a display finishes, communication of within a time [ fixed ] and a user request can carry out a discount rate and for free (Step S503). It is paid by this from an advertiser's advertising rate.

[0044] It is judged after an advertising display whether fixed time passed (Step S504). After an advertising display, when it is judged that fixed time has not passed, (Step S504/No) discount / free communication is continued (Step S503).

[0045] When it is judged that fixed time passed, (Step S504/Yes) discount / free communication is completed (Step S505). It judges whether the communication itself is terminated (Step S506), and when not making communication continue, (Steps S506/Yes) and the whole operation are terminated.

[0046] the case where communication is made to continue -- (Steps S506/No) -- an advertisement is displayed again (Step S502) and discount / free communication is started (Step S503). Thus, after the period of discount / free communication expires, an advertisement can be displayed again and discount / free communication can be again performed after the end of an advertising display. Repetition execution may be carried out what times by the demand from a user, or operation of this step S506 to the step S503 may set a limit as the number of times of operation of the above-mentioned step S506 to the step S503 beforehand.

[0047] Moreover, in this embodiment, it was set up so that discount / free communication might be completed after fixed time progress from the end of an advertising display, but you may set up so that discount / free communication may be completed, when the communication amount of data which the cell phone unit 301 \*\*\*\*\* exceeds a measure.

[0048] (Composition of the 3rd embodiment) The composition of the 3rd embodiment of this invention takes the same composition as the 1st embodiment shown in drawing 3 from drawing 1 .

[0049] In the 3rd embodiment of this invention (Operation of the 3rd embodiment) When predetermined operations (bottom of # key press etc.) are performed after the end of an advertising display, discount / free communication can be performed, when operation is not performed, it judges that the terminal user was not looking at the advertisement, and it is set up to change to communication with a regular fee.

[0050] Drawing 6 is a flow chart which shows operation of the portable telephone advertisement system in the 3rd embodiment of this invention. Along with drawing 6 , operation of the portable telephone advertisement system in the 3rd embodiment of this invention is hereafter explained using drawing 1 and drawing 3 .

[0051] The connection, then communication which specified the connection destination are started (Step S601), advertisement information is sent from the advertising system communication processor 304, and it is displayed on the display 108 of the cell phone unit 301 (Step S602).

[0052] When it judges whether predetermined operation was in the fixed time after the end of an advertising display (Step S603) and it is judged that there was predetermined operation, (Step S603/Yes) discount / free communication is started (Step S604). Moreover, since (Step S603/No) discount / free communication is not offered when it is not judged that there was predetermined operation, communication is usually performed by communication (Step S605).

[0053]

[Effect of the Invention] According to invention according to claim 1, as explained above, after an advertisement is displayed on a cell phone unit, by providing discount free communication service for the user of a cell phone unit, communication fee money is reduced and the user of a cell phone unit becomes possible [ obtaining economic earnings ]. Moreover, for an advertiser, it becomes possible to expect an effect of advertising.

[0054] Moreover, according to invention according to claim 2, it becomes possible to control giving an advertiser unrestricted economic liability by preparing a predetermined limit at the time when discount free communication service is provided.

[0055] Moreover, by displaying an advertisement on a cell phone unit again, and providing discount free communication service for a user again, when discount free communication service is completed according to invention according to claim 3 Enabling the higher advertisement effect for an advertiser to obtain, the user of a cell phone unit becomes possible [ obtaining the further economic earnings ].

[0056] Moreover, according to invention according to claim 4, it becomes possible by restricting the number of times of the discount free communication service to the user of the same cell phone unit to control giving an advertiser unrestricted economic liability.

[0057] Moreover, by enabling it to communicate a discount rate and for nothing, only when predetermined operation (bottom of # key press etc.) is performed in the fixed time after the end of an advertising display according to

invention according to claim 5 In order to receive discount free communication service in the user of a cell phone unit, it will be necessary to make an advertising inspection continue till the end of a display, and an advertiser becomes possible [ performing more effective advertisement ].

[0058] Moreover, it becomes possible [ a user ] according to invention according to claim 6 to peruse the advertisement which suited its hobbies and diversions by registering one's hobbies and diversions at the time of the usage contract of a cell phone unit, and an advertiser becomes possible [ performing more effective advertisement and more effective marketing ].

[0059] Moreover, according to invention according to claim 7, the communication telephone company becomes possible [ reducing the time and costs which are spent on advertising collection ] by registering the advertising data transmitted by the advertiser through the network.

---

[Translation done.]

[Report Mistranslation](#)

[Japanese \(whole document in PDF\)](#)